

EFS & AA Partner with Jumpstart for *Read For The Record*

Educational First Steps and American Airlines aligned with Jumpstart for the Dallas launch of *Read for the Record* on October 2. Jumpstart's *Read for the Record* aims to break the world record for the most people reading the same book on the same day.

Jumpstart, an organization whose mission is to ensure that every child in America enters school ready to succeed, created *Read for the Record* to bring national attention to the importance of preparing children to read at an early age.

The Pearson Foundation donated 8000 copies of the official campaign book, *Corduroy*, to children and adults in the Dallas area. Three thousand of the books were distributed to children at EFS Step 1 and Step 2 affiliate centers.

Read for the Record kicked off the morning of Oct. 2 in New York City with a reading of the story on NBC's "Today Show," with Matt Lauer and Jumpstart celebrity spokesman LL Cool J. Throughout the day, Jumpstart and other partners hosted readings in cities all over America. In Dallas, EFS held a reading of *Corduroy* at Central Square Park

to 112 children from affiliate childcare centers. The book was read by EFS Director of the Year, Sheila Matlock of Aisha's Learning Center. In addition to the launch at the park, *Corduroy* was read to classes at EFS affiliate centers all across north Texas. After reading the story to their children, teachers sent their numbers to EFS, to be counted by Jumpstart toward the record. The world record was set by last year's *Read for the Record* campaign, in which more than 250,000 children and adults participated.

American Airlines placed the remaining 5000 books donated by Pearson in the seatback pockets of 25 American Airlines and 15 American Eagle planes on the morning of October 2. As flights prepared to depart DFW for destinations across American's extensive global network, flight attendants made special announcements to encourage customers to pick up the book and read it.

EFS was able to contribute over 2000 names to the total number sent in to Jumpstart for *Read for the Record*.

Thank you to our centers for allowing your children to participate in this national event.

